

Brand Elements Implanted Study of Time-Honored Thematic Museum Display Design

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Abstract

Time-honored brand as treasures left by the industrial and commercial competition hundreds of years ago, its brand value is obvious. According to statistics, many time-honored brands began to build their own museum since 2010 to keep fresh legend. This article studies brand elements implanted in the museum display design from “shape”, “meaning” and “region” three aspects, and discusses the way and value of brand elements implanted. The study shows that brand elements implanted plays an important role in the time-honored theme museum display design.

Keywords

time-honored brand, museum, brand elements implanted, display design

1. Introduction

Time-honored brand, through hundreds of years of development, not only embodies workmen's originality, witnessing commercial and industrial development in our country, but also it is precious cultural heritage. Nowadays many time-honored brands have set up their own museum, as the carrier of spreading all sorts of relevant knowledge and culture, it not only satisfies people's spiritual need, but also promotes and protects its own development, carries the national culture, brings positive influence for social progress. In the time-honored brand theme museum, display design is usually implanted with some brand elements in order to make the audience better experience brand civilization.

2. Refining and Implanting of “Shape”

Through hundreds of years' inheritance and innovation, graphics associated with time-honored brands deposits strong emotion, or itself can also be a type of culture. Modern display design is often concluded graphic modeling and color of traditional elements, then the traditional graphics is refined, continued and integrated into display design in order to add space artistic conception of classical tradition. Graphical elements implanting as a form of non-verbal symbols has visual effect, it helps

convey display message and reveals the theme. Compared with other displays, graphics that convey the meaning are easily captured and accepted by people. Implanting these thoughtful graphics into the museum display design not only creates strong sense of decoration, but also renders atmosphere and enhances the sense of space.

For example, the Chinese Paper-cutting Museum opened in 2007, covering about 2000 square meters, and there's more than 400 representative treasures from different groups of the country. As paper-cut the me museum, in order to pass on paper-cut Chinese culture and developing history, it's implanted more paper-cut graphic elements in the exhibition space design, that simply and vividly highlights exhibition theme. It's also used obviously hollowed-out image on the display cabinets, doors and windows modeling, walls covered with hollowed-out graphics shows paper-cut art incisively and vividly. For thematic graphic elements implanting, it is designed by the understanding of the original paper-cut form, combined with modern design concept to continue the modeling design, prospective pattern symbol is also widely used in display space, such as carve pattern of eaves interface, devices of the museum, scarlet curve modeling, soft light effect, it is extremely glamorous. So, using typical design and modeling in the future time-honored brand museum display design, with the design of element extraction and extension, will obtain the good effect on both time-honored brand culture, value and the visual aesthetic.

3. Conveying and Implanting of "Meaning"

With good wishes and originals, time-honored brand began to set up its own museum to help the audience understand the brand through visiting the museum. In addition to the traditional way of displaying shelves, providing exhibition information board, voice navigation, etc., it will also tend to use a few scenes-reappeared ways to implant good brand implication into the exhibition. Through processing and imaging the natural scenes, events that related to the time-honored brand and displaying it, "meaning" and "shape" is combined, "love" and "reason" is conveyed in the heart of the display, then it impresses audience's experience.

Beijing Erguotou Wine Museum, with the wine exhibition theme of Erguotou traditional brewing techniques, that opened in November 2011, covered about 3400 square meters, was named the national 3A level scenic area in 2012, and it's also Beijing's largest wine culture museum. It introduced the history and the development of Chinese Erguotou, its continuity and brewing techniques, precious cellar, and also its 800 years' developing history around the theme. The spirit of "dream truly, go bravely" was refined through the brand and was implanted in the museum display design, recurred ingeniously by scenes. It recreated the first generation of three Zhao brothers in the Kang xi Nineteen years (AD, 1680), and the "origin" of Erguotou they created in the front door tell the audience about the place where dream started. Next it showed a series of Erguotou brewing models they invented, as well as the simulation of Erguotou production mode that combines the commercial culture, folk culture

of Erguotou brand, by the proportion of 1:1 to restore the ancient rice wine process of Erguotou subtly: from food selection to yeast making, fermentation, distillation, blending, etc., these include the whole hardworking process of the origin wine-maker making Erguotou, and those carts, casks on the side reflect the glory vision of the tavern, which makes audience feel positive brand energy when entering the museum, also placing the exhibits into relevant people, natural and social environment makes audience better understand the brand.

4. Taking and Implanting of “Region”

Implanting design of regional elements is to implant the symbol elements of one regional culture into the museum display design, and soft these elements through the design, gradually help the audience to accept, also it improves culture value and commercial quality of the brand. Many time-honored brands as the city's visiting card, make obvious regional characteristics in the brand image. So taking regional elements implanted design into time-honored brand thematic museum display design creates impressive and representative difference.

Soy Sauce Culture Museum, located in Zhongshan, Guangdong, established in 2014, has become a local landmark building, its indoor building covers about 7000 square meters and is divided into four floors. In October 2015, it was rewarded the “International Ecological Design, the Best Ecological Regional Culture Museum Design Nomination” in the 2015 Milan World Expo. In addition to being the enterprise museum, it also becomes the public building that shows three thousand years' soy sauce culture, records ancient craftsmanship, and cherishes the memory and traditional diet culture. Museum exhibition space design closely revolves around soy sauce and soybean, and fully absorbs the Lingnan regional elements-the Overhang and Xiguan Ancient Grand House. For example the museum entrance is referred to Lingnan unique Overhang design. The Overhang is built between buildings, across the pavement, connected to form free walking corridor along the road, it is the typical modern commercial building. It not only fits the changeable weather in Lingnan, but also creates strong commercial availability. Moreover each exhibition door also takes the form of overhang which has strong visual guide visibility. On the third floor of the museum is the central area of the whole building, exhibition space takes the graphic design layout of Xiguan Ancient Grand House into the design: the fire department in the middle part looks just like Xiguan central room; the fire escape located on both sides is like the Xiguan wind gallery; exhibition room around just echos the grand Xiguan room. Ancient Xiangshan sauce workshops is restored and displayed by the museum, under the primitive context, it conveys not only a long history of soy sauce process, but also includes the respect for the traditional wine-maker.

Brand elements implanted into time-honored brand thematic museum display design is very meaningful, existing time-honored brand thematic museum and brand elements implanting is so limited that brand style can not be displayed overall. This article analyzes relevant cases about brand “shape”, “meaning”

and “region” elements implanting, find that element implanted into exhibition space not only helps audience gain more brand information vividly, but also enriches the space image of the museum. Element implanting display design is not only advantageous to the time-honored brand marketing, but also helps broadcast brand history and culture, technology level, pay close attention to its continuity and development in the future. This is not just an ancient enterprise product commercial display space, especially an intellectual and cultural broadcasting base with the function of education.

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